Printed: 09/12/2012 10:43 AM d: 09/11/2012 11:33 AM All Lines Rep Firm Sales Office (Salesperson () PHILADEI Sales Office () AMY MCC Salesperson FAX# Spots/Week Hof Spots Spots Spots 11 127 11 127 127 13 14 3 14 3 14 3 1 2 3 4
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Printed: t Received: 09/11/2012 1 suylines: All Lines
tted: 11/2012 1 Sales Offin Salesperse Salesperse
2 10:43 AM) PHILADELPHIA) AMY MCCREARY 215-568-6540 215-568-1845 Total Total Spots 1 \$200 1 \$275 1 \$200 3 \$600 3 \$600 1 \$200 1 \$200

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Daypart

21

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8P-930P Buyline Comment: NEWS

:30

\$900.00

09/16-09/16

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\$1,800.00

31 SA	. 30 SA	29 M	28 W	27 M	26 W	25 M	24 W	23 M	22 W	Ln	Station KSNV Advertiser (Product BEH Estimate# 30S Buyer MIC Phone# Fax#	Rep Order# 6 EC'd Yes
U :	7 Buyline	Buyline	W-F 730) Buyline Co	Buyline	W-F 5P-630P Buyline Comment:	Buyline	W-F 430P-5P Buyline Comment:	Buyline	W-F 4P Buyline Co	Day Time	KSNV-TV LAS VEGAS, NV. ().BERKLEY FOR S. BERKLEY FOR SENATE 30S MICHAEL D'ETTORRE	6851367
630P-730P	730P-8P Comment: VEGAS	730P-8P Comment: FACE TO FACE	730P-8P Comment: FACE TO FACE	SP-630P Comment: NEWS	5P-630P Comment: NEWS	430P-5P Comment: NEWS	430P-5P Comment: NEWS	4P-430P Comment: NEWS	4P-430P Comment: NEWS	e Program	NV-TV LAS VEGAS, NV. (). BERKLEY FOR SENATE BERKLEY FOR SENATE 30S MICHAEL D'ETTORRE	Ver# 1 Mod# 0 S
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\$350.00	\$225.00	\$400-00	\$400.00	\$725.00	\$725.00	\$450.00	\$450.00	\$350.00	\$350.00	Rate	() SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103 P1/P2/E //30S rs 09/12/2012 - 09/17/2012 reks	Traffic Order# 106510 Shov
09/15-09/15	09/15-09/15	09/17-09/17	09/12-09/14	09/17-09/17	09/12-09/14	09/17-09/17	09/12-09/14	09/17-09/17	09/12-09/14	Dates	INUS	510 Print Last Received: 09/ Showing Buylines: All Lines
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\$700.00	\$225.00	\$400.00	\$1,200.00	\$2,175.00	\$5,075.00	\$450.00	\$1,350.00	\$350.00	\$1,050.00	Total Cost	HIA EARY 540 345	

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Daypart

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W-F

630P-730P

:30

\$725.00

09/12-09/14

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Q)

\$4,350.00

Buyline Comment: JEOPARDY/WHEEL

Buyline Comment: JEOPARDY/WHEEL

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7A-8A Buyline Comment:	6A-7A Buyline Comment:	.1P-1135P Comment:	.1P-1135P Comment:	.1P-1135P Comment:	.135P~ .235A Comment:	1135P- 1235A Buyline Comment:	.30A .30A .Comment:	1230A- 130A Comment:	30P-10P Comment:	630P-730P e Comment:	Time	STTORRE	LAS VEGAS, NV. BERKLEY FOR SENATE EY FOR SENATE	Ver# 1
SUN TODAY	NEWS	NEWS	NEWS	NEWS	TONICHT SHOW	TONIGHT SHOW	FALLON	FALLON	JEOPARDY	JEOPARDY/WHEEL	Program		NATE	Mod # 0
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:30	:30	:30	:30	:30	:30	:30	: 30	:30	:30	:30	Len) SHORR, JO CHESTNUT : ADELPHIA, I	Traffic
\$325.00	\$185.00	\$750.00	\$750.00	\$750.00	\$250.00	\$250.00	\$100.00	\$100.00	\$500.00	\$725.00	Rate	09/12/2012 - 09/17/2012	() SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103	Traffic Order# 106510 Sho
09/16-09/16	09/16-09/16	09/15-09/16	09/17-09/17	09/12-09/14	09/17-09/17	09/12-09/14	09/17-09/17	09/12-09/14	09/16-09/16	09/17-09/17	Dates	12	GNUS	510 Prir Last Received: 09/ Showing Buylines: All Lines
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\$650.00	\$185.00	\$1,500.00	\$750.00	\$2,250.00	\$500.00	\$1,500.00	\$206.00	\$600.00	\$500.00	\$1,450.00	Total Cost	3-6540 3-1845	ILPHIA CREARY	Í
											Daypart			4 of 6

Rep Order# 6851367 Ver# 1 Mod# 0 Statu: EC'd Yes	Status Confirmed	Traffic (Traffic Order# 106510	Last Received:	Printed: 09/12/20 09/11/2012 11:33 AM	9/12/2012 33 AM	09/12/2012 10:43 AM 1:33 AM		5 of 6
Ϋ́	Agency (1831 PHII) SHORR, CHESTNU ADELPHI) SHORR JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103	GNUS	Rep Firm Sales Office (Salesperson () PHILADELPHIA) AMY MCCREARY	PHIA REARY	
Phone#	Agency CF1/F2/E Flight Dates Hiatus Weeks		//305 09/12/2012 - 09/17/2012	12	Salesperson Phone# Salesperson FAX#	Phone# FAX#	215-568-6540 215-568-1845	540 845	
LT In Day Time Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
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44 SA 6A-7A Buyline Comment: NEWS		:30	\$200.00	09/15-09/15	H	j-i	ş .	\$200.00	
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47 SU 9A-930A Buyline Comment: NEWS		:30	\$250.00	09/16-09/16	بدا	μ	; - -	\$250.00	
48 SA 1130P-1A Buyline Comment: SNL		:30	\$750.00	09/15-09/15	н	Ц	Ц	\$750.00	
-REPORT TOTALS Report Totals: 136 / \$53,440.00									
SALES MONTHLY TOTALS			,						
Sep 12: 136 / \$53,440.00 Sales Totals: 136 / \$53,440.00 Station Totals: 136 / \$53,440.00 Lines not sent/rcld/rtrn: 0 / \$0.00									
Market Totals \$177,955	CATV 0% KTNV 15% XXXX 0%	KBLR KTUD	oh oh	KINC 0% KVCW 4%	KLAS 2 KVMY (% % % %	KSNV	2 3 0 % 2 4 %	
COMPETITIVE COMMENTS SHARES ESTIMATED									

Estimate# Buyer Phone# Fax#	Station KS Advertiser Product	Rep Order# EC'd Yes
30S MICHAEL D'ETTORRE	Station KSNV-TV LAS VEGAS, NV. Advertiser ().BERKLEY FOR SENATE Product BERKLEY FOR SENATE	6851367
TTORRE	'EGAS, NV. LEY FOR SE R SENATE	Ver# 1
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2	SDN	510 Print Last Received: 09/ Showing Buylines: All Lines
Salesperson Phone# Salesperson FAX#	Rep Firm Sales Office Salesperson	nted: '11/2
n Phone# n FAX#		09/12/2012 10:43 AM)12 11:33 AM
215-568-6540 215-568-1845) PHILADELPHIA) AMY MCCREARY	10:43 AM

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Books Demos

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